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ABSTRACT

The passage of the Federal Drug-Free Schools and Communities legislation expands alcohol/drug prevention targets and makes it important that educators and community leaders understand how to seek out and compete for grant dollars to meet legislative mandates. The initial step in seeking grants is understanding which of the two types of sources, public (Federal, state, and local government agencies) or private (foundations and corporations) fund activities like those contemplated. "The Federal Register," "The Foundation Directory," and five other resources listed help identify potential funding sources. Once a potential public source is identified, the applicant completes an application following specific guidelines and criteria. Because private foundations often have no fixed guidelines or require specific application forms, potential applicants should first submit a one to two page concept paper inquiring whether the proposed project falls within the funder's area of interest. Regardless of source or required forms, most applications should contain eight basic elements: (1) proposal summary; (2) introduction; (3) problem statement; (4) objectives; (5) methods of reaching the objectives; (6) means of evaluation; (7) how future funding will be found; and (8) budget of all necessary costs. Success requires patience and the perseverance to seek advice from grantors who have rejected a proposal and to resubmit the modified application. (MSF)

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Facts on: Grant Funding for Alcohol/Drug Prevention

by Penny Booth Page

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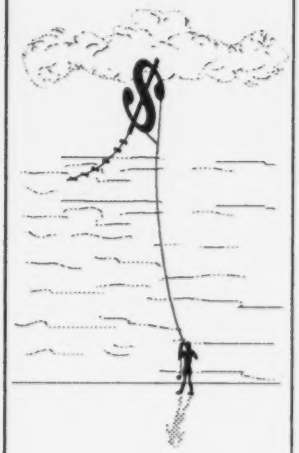
Fact Sheet No. 25



The New Jersey Alcohol/Drug Resource Center and Clearinghouse serves institutions of higher education, state agencies, communities, and school districts throughout the state of New Jersey by providing technical assistance, training, and resources in alcohol and other drug abuse education and prevention.

For further information, call or write to the Clearinghouse at the address shown above.

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FACTS ON:

Grant Funding for Alcohol/Drug Prevention

Penny Booth Page, M.L.S.

The alcohol/drug field has always been heavily dependent on grant funding. Most research, prevention and treatment programs were begun as grant projects, and many continue to rely on external funding to support or expand their activities. With the passage of the federal Drug-Free Schools and Communities legislation, prevention has moved into a new arena. Since few schools or municipalities have the internal resources to develop or implement new programs, it is important that educators and community leaders understand how to seek out and compete for grant dollars to meet legislative mandates and other program needs.

There are generally two types of sources for grant funding: 1) public sources (federal, state and local government agencies), and 2) private foundations and corporations. The first step in seeking grant funding is to determine which agencies, foundations or corporations fund activities such as yours. It is essential to match your project with the regulations and mission of the funding agency.

Some basic "tools of the trade" to help identify potential funding sources are described below:

1) *The Federal Register* is published daily and contains regulations and notices issued by federal agencies regarding their activities, including grant programs. It is usually the first place a new grant program will be announced. Grants information generally appears under "Notices," listed alphabetically by agency. Subscriptions to the Federal Register are expensive, but many large academic and public libraries already subscribe.

2) *The Catalog of Federal Domestic Assistance* (CFDA) is published annually in June by the U.S. General Services Administration and is updated in December. It contains descriptions of all existing federal grant programs. Information includes program titles, application instructions, agency contacts, samples of funded projects, types of assistance available and deadlines. There are indices by specific subject, agency, program, broad field, eligibility and deadlines. This is an indispensable resource for those who regularly seek federal funding.

3) *Public Funding Resources for Alcohol and Other Drug Programs* is compiled by the New Jersey Alcohol/Drug Resource Center and Clearinghouse specifically for educators and community groups. It describes federal alcohol/drug grant programs covering prevention, education and research. It also provides detailed guidelines for using the *Federal Register* and the *Catalog of Federal Domestic Assistance*.

4) *The Guide to Federal Funding for Anti-Drug Programs* is a commercially published two-volume set, which is updated periodically as needed. It provides detailed descriptions of the anti-alcohol, anti-drug and anti-crime grant programs administered by approximately forty federal agencies in the Departments of Health and Human Services, Justice, Education, and Transportation, as well as federal volunteer agencies.

5) *A Directory of Grant Programs* is published annually by the New Jersey State Department of Health. It lists all grant funds available from the Department and its various agencies for the fiscal year. Entries are arranged by type of grant, with alcohol/drug programs listed under "Addictive Services." New programs that become available during the year are announced in the *New Jersey State Register*.

6) *The Foundation Directory* is the primary tool for locating grant funds available from private foundations. Published annually by the Foundation Center in New York, it provides detailed program, fiscal, application and contact information on over 4,000 foundations around the country. The subject index makes it easy to identify those foundations that give money for alcohol or other drug-related activities. In addition the Foundation Center publishes a *National Guide to Foundation Funding in Health*, which covers over 3,000 foundations that offer funding on various health-related issues, including alcoholism and drug abuse. Also useful is their *Grants for Alcohol and Drug Abuse*, which is a listing of grants made to organizations for alcohol/drug abuse activities.

7) *The Mitchell Guide to Foundations, Corporations, and Their Managers* is published periodically (but not necessarily annually) for a growing number of states. The New Jersey edition has one of the most comprehensive listings; it is the premier source of information on New Jersey foundation and corporate giving. Although there is no index by type of grant, each entry includes a sample list of grant recipients and a brief description of the type of activities funded and the application procedure. There is an index by county.

Once you have identified a grant program or potential funding source for your project, the next step is to put together a written proposal. In most cases government agencies will have application forms with specific guidelines on the information to be supplied. Be sure to follow these guidelines for content as well as format (number of pages, spacing, etc.). If the application lists criteria to be used in evaluating proposals, be sure to address all of these in your proposal.

For private foundations or corporations, the application procedure is often much simpler. There may be no application form and no specific guidelines on format or content. Potential applicants should first send a short (1-2 page) concept paper outlining the proposed project to the funding source to inquire whether this would be in the funder's area of interest.

Regardless of the type of funding source, and whether or not there are specific forms to be used, most applications should contain the following basic elements:

Proposal summary: This should be a clear, concise statement describing your group, the scope of your proposed project, and your projected costs. This is usually the first thing funders read, and it is critical. It tells them if your project falls within their funding area, and it provides the context for the rest of your proposal.

Introduction: This should offer a detailed description of your agency, group or organization—when and how it was started, the mission and goals, significant activities and accomplishments, and what support you have received from other organizations or prominent individuals (letters of support should go in an appendix). You must convince the funding agency that your program is a capable and appropriate grant recipient.

Problem statement (or statement of need): Document the problem or need that your program will address. Describe the nature and extent of the problem, citing pertinent research and statistics. Who is affected by the problem, and who is concerned about it? Make sure there is a logical connection between your organization and the problem.

Objectives: These are the outcomes that your program aims to achieve. They should be specific and measurable. For example, an objective might be to reduce the number of alcohol/drug-related incidents within a particular school system by a certain percent over a given time.

Methods: Describe the activities you will perform in order to reach your objectives; for example, establishing a peer counseling service in a high-school setting. Why have you chosen these particular methods? Cite any research or other documentation that demonstrates the effectiveness of such methods.

Evaluation: How will you measure the success of your program (i.e. the extent to which you have met your objectives) when the grant is completed? What information will you collect? How? Explain the method(s) you will use, why you chose these methods, and who will do the evaluation. In many cases organizations prefer to use a consultant to design and perform the evaluation, which helps to preserve objectivity.

Future funding: Unless your project will be a one-time activity, such as a conference or a publication grant, you should explain how you will continue the project (in full or part) when the grant funding is over. Many funders will not allow recipients to apply for renewals, nor will they fund a program that has little chance of continuing beyond the grant. You should present a credible plan for obtaining the resources needed to continue—preferably not one that is totally dependent on applying for other grants. For example, will the costs be reduced (once training is done or equipment is purchased) so that your organization will be able to absorb ongoing costs, or will your local government agree to pick up some of the costs at that time?

Budget: This will include all costs necessary to complete the project—the funds that you are requesting as well as those that you are contributing (many grantors will require that you include "matching funds"). Typical budget items are personnel costs (salaries and fringe benefits), consultant fees, travel expenses for personnel and consultants, purchase or lease of equipment, office supplies (paper, pens, disks, etc.), telephones, postage, and "other" costs such as printing services. While some funding agencies insist on a cash match, your contribution or "matching funds" will often be in the form of "in-kind" services. These can be a percentage of staff time spent on the project (expressed as salary and fringe in the budget), your office space and/or equipment that will be used, any supplies that you will contribute, or any other costs that your organization will absorb for this project, such as telephones or postage.

Although identifying and applying for grants can be an arduous, time-consuming task, there is the obvious reward of having your proposal accepted and funded. However, success in obtaining grants requires both patience and perseverance. Learn from your mistakes. If you don't get comments back with your refusal, ask for them. These will be your best guides when revising for resubmission. You can even request an appointment to talk about your proposal with a staff member at the funding agency (many agencies encourage this, and don't be afraid to call if you have questions when preparing or revising a proposal). You might also want to send your proposal to other potential funders; if you keep your proposal in a computer file you will be able to modify it easily to fit any special requirements of other funders. The key to success is the strength and presentation of your proposal, but you may have to knock on many doors several times before you reach your goal.

Penny Booth Page, M.L.S., is the Head Librarian for the Rutgers Center of Alcohol Studies Library and the Director of the New Jersey Alcohol/Drug Resource Center & Clearinghouse

Readings for Further Information:

Catalog of Federal Domestic Assistance. (annual). Washington, DC: U.S. General Services Administration. Available from: Superintendent of Documents, Government Printing Office, Washington, DC 20402. $50.00.

Federal Register. (daily). Washington, DC: Office of the Federal Register. Available from: Superintendent of Documents. $340.00/year.

The Foundation Directory. (1993). New York: The Foundation Center. $170.00 (softcover).

Grants for Alcohol and Drug Abuse. (1993). New York: The Foundation Center. $65.00.

Guide to Federal Funding for Anti-Drug Programs. Vols. I-II. (1993). Arlington, VA: Government Information Services. $191.00.

The Mitchell Guide to Foundations, Corporations, and Their Managers. (1992). Belle Mead, NJ: Wendy P. Littman. $150.00.

National Guide to Foundation Funding in Health. (1993). New York: The Foundation Center. $135.00.

New Jersey State Department of Health. (annual). *A Directory of Grant Programs*. Trenton: the author.

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